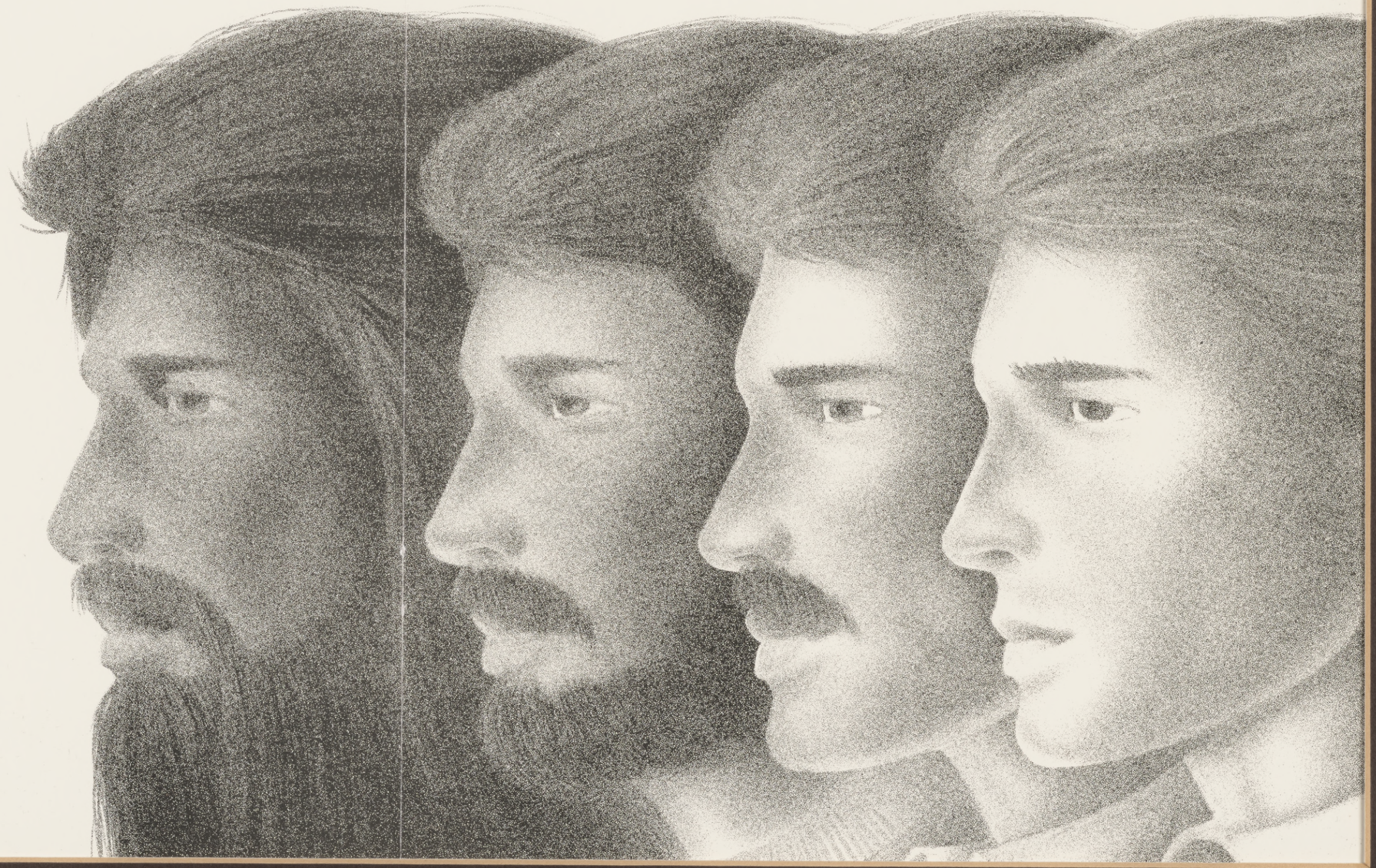
The Evolution Continues

According to an independent study*, more people 18 years of age and older choose KZAP as their favorite radio station in the 4-county area** than any other radio station. And here's what the KZAP audience has evolved to: 41% bought their current car new; 52.2% make $30,000 a year or more; 68.8% are 25 years of age or older; 41% own their own homes; 55.8% live in households of two incomes or more; and 65.7% have attended college. Sounds like the audience you want to reach.

KZAP

* Leigh Stowell & Company, November 1986
**Sacramento, West Placer, Yolo, West El Dorado



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